



## USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 11/18 thru 11/24.

(prices in dollars per carton)

Fri. Nov 18, 2005

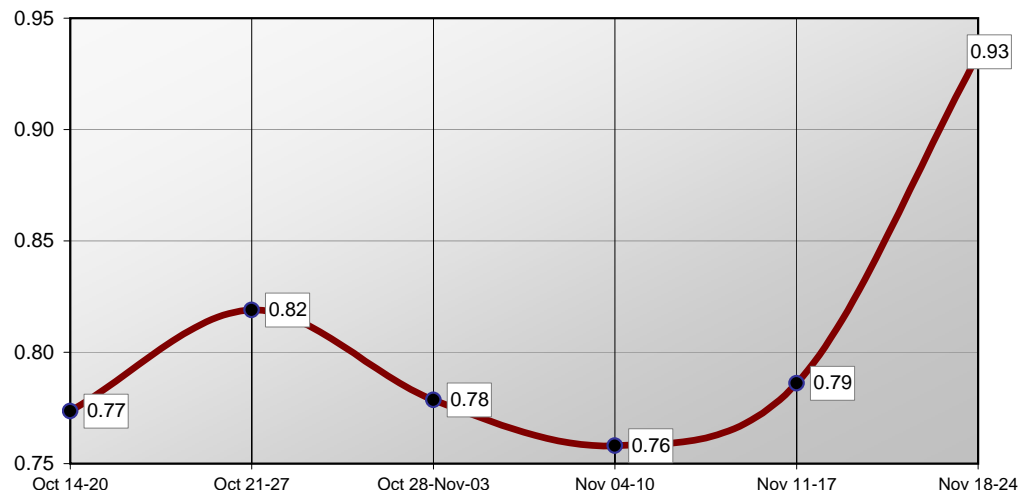
NATIONAL SUMMARY										
Feature Rate		THIS WEEK				PREVIOUS WEEK				
		24.3% of 16,700 stores				52.7% of 16,700 stores				
		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA				540 1.00		100 1.29		750 0.98	
	White 12 pack									
	White 18 pack									
	Brown 12 pack				720 1.54				1,150 1.14	
	USDA GRADE A									
	White 12 pack									
White 18 pack				560 0.89		230 1.03		2,280 0.77		
Brown 12 pack										
White 12 pack										
White 18 pack				270 0.98		40 0.99		1,570 1.10		
Brown 12 pack										
White 12 pack										
White 18 pack				110 0.89		560 1.99		880 1.99		
Brown 12 pack										
USDA ORGANIC										
White 12 pack										
Brown 12 pack										
White 12 pack										
White 18 pack	550 2.30			1,120 2.14				550 1.96		
Brown 12 pack										
White 12 pack										
White 18 pack				60 3.00		200 2.39		340 2.93		
Brown 12 pack										
USDA ORGANIC										
White 12 pack										
White 18 pack										
Brown 12 pack										
White 12 pack										
White 18 pack										
Brown 12 pack										
White 12 pack				320 2.59		200 2.39		720 2.69		
White 18 pack										
Brown 12 pack										
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/		
Regular Shell Eggs (XL/LG; AA/A; W/B)				2,200		7,560		Large Eggs on		
Specialty Shell Eggs				2,930		2,210		Nov-14-2005		
Total (including Medium)				5,260		10,250		470.2		
Special Rate 4/:				8.2%		3.3%		down 8%		

5/: Inventory in thousands of 30-dozen cases.

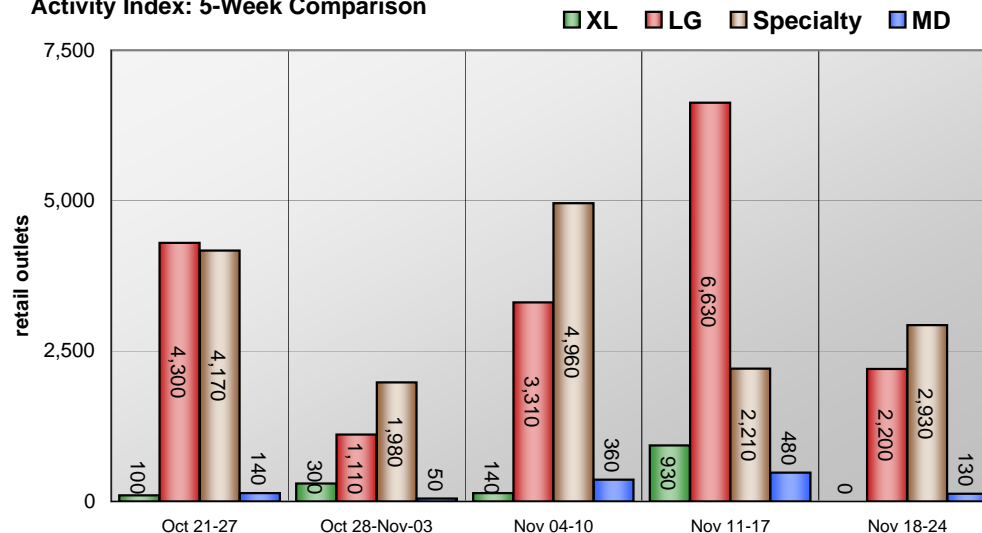
### Shell Egg Featuring - 11/18 thru 11/24

Feature activity on regular large white eggs is down sharply when compared to last week. Ads on specialty eggs are only slightly higher. Notably, promotions on regular extra large eggs are hard to find this week. There is a significant increase on Buy 1 - Get 1 Free and Free Eggs w/purchase as Thanksgiving approaches.

### Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



### Activity Index: 5-Week Comparison



### Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		34.7% of 3,800 sampled outlets Activity Index = 1,800 (includes Medium)						6.2% of 5,000 sampled outlets Activity Index = 420 (includes Medium)						37.4% of 2,400 sampled outlets Activity Index = 1,200 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.95	10	0.95												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 1.29	420	0.91				1.00	50	1.00				0.50 - 1.00	50	0.75
	White 18 pack										0.99 - 1.00	180	0.99				0.59 - 1.00	90	0.95
	Brown 12 pack				0.89	110	0.89												
	MEDIUM	White 12 pack			0.50	20	0.50	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 4.19	450	3.42				2.69 - 2.99	110	2.79				2.29 - 2.99	220	2.41
	OMEGA-3																		
	White 12 pack	1.79 - 2.00	210	1.99	2.00 - 2.69	310	2.21	2.50	40	2.50	1.67 - 2.50	40	2.37	2.50	240	2.50	1.67 - 2.50	490	2.09
	Brown 12 pack				3.00	60	3.00												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.00	210	2.64										2.50	110	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		25.1% of 2,600 sampled outlets Activity Index = 930 (includes Medium)						26.8% of 2,000 sampled outlets Activity Index = 540 (includes Medium)						38.6% of 900 sampled outlets Activity Index = 370 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00	450	1.00				0.96 - 1.00	50	0.99				1.00	30	1.00
	White 18 pack				1.00	110	1.00				1.50 - 1.99	490	1.67				1.49 - 1.50	120	1.49
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.69	110	0.69	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69	40	0.69												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.29 - 2.99	100	2.72												
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	2.50	60	2.50	2.50	60	2.50										2.00	220	2.00
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

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